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FOR IMMEDIATE RELEASE

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Cal Poly Entrepreneurship Forum to Focus on Changing Nature of Contemporary Media, Finals of Student Elevator Pitch Competition

SAN LUIS OBISPO — The Cal Poly Center for Innovation & Entrepreneurship (CIE) will host its first forum of the academic year, "You + Media = The Future," from 4:45 to 7 p.m. Wednesday, Oct. 16, in the Pavilion of the Performing Arts Center.

The evening will kick off with Pitches, the Exhibits and Networking (PEN) portion, with student finalists of the fourth annual Ray Scherr Elevator Pitch Competition giving 90-second pitches to attendees and judges. Categories include Idea Cloud, for those with just a concept, and Launch Pad, for founders of an existing business. Audience choice and freshman winners will also be chosen. The overall winner will receive a trip the 2013 National CEO Conference in Chicago to compete in the CEO Elevator Pitch Finals with students from all over the U.S.

A panel discussion will focus on the ways traditional media has changed over the past decade and how innovation has played a tremendous role in the way stories are captured, delivered and shared. Industry leaders will discuss the ways the average citizen has the power to contribute to the media pool and how platforms and storytellers have adapted and evolved. Panelists include Tim Bennett, former president of HARPO Productions; Tod Nelson, former senior editor of Books, Music and Video at Amazon.com; Lorie Hearn, executive director of inewssource; and Melissa Godsey, marketing and brand strategist at Rosetta.

"Technological innovations have always driven media, from the first printing press to the Internet and everything in between," said Nelson. "At best, this leads to a democratization of information -- everyone has access to and can share the best information. At worst, this creates a cacophony of voices vying for attention. Members of the media must distinguish themselves from the cacophony and find their audience."

The October forum is the first event of the 2013-14 Entrepreneurship Forum Series, which unites the Cal Poly and San Luis Obispo entrepreneurship communities. Guests can network with local and national industry leaders and innovators, meet student entrepreneurs, and learn more about CIE resources and services.

In addition, CIE will introduce the Coleman Fellows for this year, which include Mary Glick, chair and associate professor of journalism in the College of Liberal Arts, who spearheaded the formation of this forum theme. More information on this year's Coleman Fellows can be found on the CIE website.

The CIE is offering the Pioneer Pass program for the second year. This annual pass is a voluntary method to financially support the forum series and gives pass holders expedited registration, access to special industry events, and more. Pioneer Pass holders help uphold the quality and longevity of CIE programming.

The forums are free and open to the public; registration is required. For more information and to register, go to: cie.calpoly.edu/.

About the Cal Poly Center for Innovation & Entrepreneurship

CIE opens a world of entrepreneurial opportunity to Cal Poly students and faculty members and promotes entrepreneurial activity, scholarship and dialogue across the university and throughout San Luis Obispo County.

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